

FutureFLEX[®]

Application Profile



AIR-BLOWN FIBER[®]

Atlanta Motor Speedway Gears Up With FutureFLEX[®] Air-Blown Fiber and Telecast's Optic Equipment for Advanced Technology in Sports Broadcasting

"We are pleased to offer the broadcasting community the unsurpassed benefits of Sumitomo's FutureFLEX[®] Air-Blown Fiber Cabling System and Telecast's fiber optic equipment, which place our facility at the forefront of broadcast technology."

Angela Clare, Communications Manager, Atlanta Motor Speedway

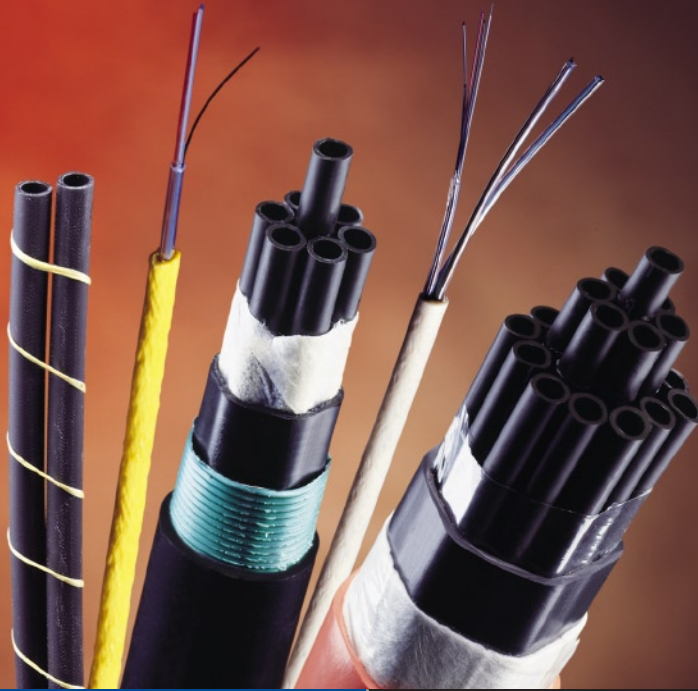
Speed, Precision, and Performance...

characterize the cars, the drivers – and the new fiber optic plug-and-play network at the Atlanta Motor Speedway. At speeds of 100 to 150 feet per minute, air-blown fiber[®] was easily installed and re-routed anywhere in and around the track where fiber was needed. In conjunction with the precision transmission equipment from Telecast Fiber Systems, the air-blown fiber network backbone offered the speedway the industry's most advanced and integrated technology for reliable, high-performance broadcasting.



FutureFLEX[®]

Application Profile



“As the only bundled air-blown fiber system in North America, the choice to use FutureFLEX was clear. Based upon the ease of installation, flexibility, and the cost benefits it provides, FutureFLEX delivers advantages that conventional fiber simply cannot”

– Larry Oldag, chief installer

AIR-BLOWN FIBER[®]

The Sumitomo/FutureFLEX and Telecast collaboration, having had its first success at Road America, enables broadcasters to instantly connect to the network for video, audio, and data signals transmitted from around the speedway. It is the combination, however, of air-blown fiber's benefits over conventional fiber cabling methods and Telecast's leadership in quality fiber optic equipment that makes for a fully integrated network that is unsurpassed in reliability, cost effectiveness, and flexibility.

Atlanta Motor Speedway has been one among a growing number of enterprises in the sports entertainment and broadcasting industry (including, ESPN, Manhattan Studios, Carter-Finley Stadium, and Road America) to adopt

FutureFLEX as its preferred fiber network cabling infrastructure for facility operations and network broadcasting. Unlike a conventional fiber cabling infrastructure, the FutureFLEX Air-Blown Fiber Cabling System accommodates the frequent changes, expansions, and customized fiber routing from sporting event to sporting event required by the various broadcast networks.

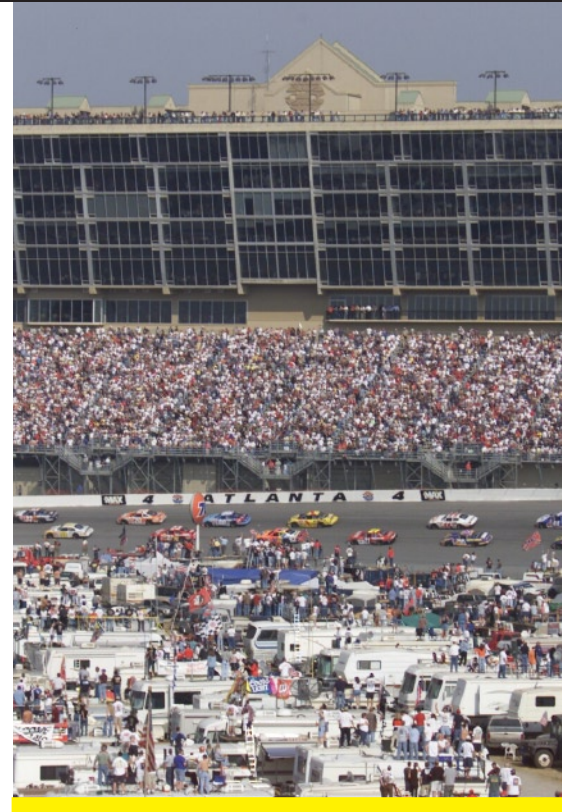
Larry Oldag, chief installer contracted by the speedway, comments, “As the only bundled air-blown fiber system in North America, the choice to use FutureFLEX was clear. Based upon the ease of installation, flexibility, and the cost benefits it provides, FutureFLEX delivers advantages that conventional fiber simply cannot.”

With air-blown fiber, the speedway eliminates the costs of laying dark, unused fiber and enjoys the flexibility of reconfiguring or “blowing” out the fiber at the conclusion of an event and reusing it in another venue. The ease of installation and reconfiguration significantly reduces the time, labor, and cabling costs associated with rerouting a conventional network. With FutureFLEX, it’s as easy to “blow” in the fiber required as it is to blow it out. Two people can install or blow one mile of air-blown cable in 45 minutes. With conventional fiber installation methods, 6 to 8 people require 2 to 3 days to pull a single mile of optic cable.

Yet another benefit weighed by the speedway in its decision to adopt FutureFLEX is its ability to reconfigure the fiber in a continuous point-to-point installation with no need to disrupt the facility as done when pulling conventional fiber. By eliminating the need to pull fiber, the point-to-point blowing installation reduces the potential for damaging the fiber and eliminates the need for splicing intermediate connections, thereby offering zero points of network failure. Avoiding intermediate connections ensures better long-term reliability when linking Telecast’s video and audio multiplexers, and modular platforms to support video and audio on the speedway’s track corner cameras, start and finish lines, scoreboards, PA system, and TV compound.

“The Telecast equipment has already proven itself as an integral and valuable addition to the track,” adds Oldag. Utilizing Telecast’s DiamondBack® video multiplexers, Viper II® modular platforms, and Adder® audio multiplexers, the racetrack can now provide plug-and-play functionality for networks covering its motorsports events. The Telecast fiber optic systems benefit broadcasters by eliminating the electromagnetic interference that typically plagues traditional coaxial or microwave systems. The fiber optic network is also impervious to signal distortion over the length of the fiber path, so broadcasters can receive signals of equally high quality regardless of camera location.

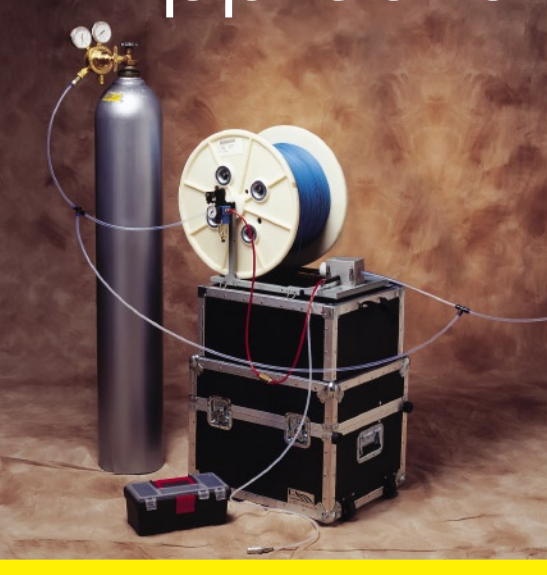
By carrying up to eight video channels on one fiber cable, each Diamond-Back allows broadcasters to easily receive signals from several camera sites without the extensive equipment and labor costs required for the same coverage over coaxial cabling. Aside from carrying up to 16 audio signals to broadcasters, the Adder systems also offer intercom functionality for track crew communications. Each Viper II fiber optic platform installed at the facility houses up to 16 transmitter or receiver modules to allow broadcasters to mix and match analog and digital video and audio functionality.



The successful deployment of the FutureFLEX Air-Blown Fiber Cabling System at Atlanta Motor Speedway has led to recent installation contracts with California’s Sears Point Raceway, and North Carolina’s Lowe’s Motor Speedway. Both Sumitomo Electric Lightwave and Telecast believe this is only the beginning of many more collaborative and successful deployments to come – as each company is committed to offering only the most advanced fiber optic solutions to meet the growing requirements of sports broadcasting.

FutureFLEX[®]

Application Profile



Our customer service and technical staff is ready to assist you:

Sumitomo Electric Lightwave

FutureFLEX[®] Air-Blown Fiber Cabling System

78 Alexander Drive

Research Triangle Park, NC 27709

Phone: 1-877-356-FLEX (3539)

Email: fflex@sumitomoelectric.com

Website: www.futureflex.com

More About Sumitomo's FutureFLEX[®] Air-Blown Fiber Cabling System

FutureFLEX has become the preferred cabling method among some of the world's most recognized private networks including, the Pentagon, ESPN, McCarran International Airport, MGM Grand Hotel, National Institute of Health, USAA, and other establishments spanning numerous vertical industries. The overwhelming benefits of the FutureFLEX air-blown fiber system over conventional fiber optic cabling methods make FutureFLEX the most advanced solution available for LAN, MAN, and WAN applications for enterprise networks.

Instead of pulling standard cable, the FutureFLEX system uses a patented blowing technique, using either compressed air or nitrogen. The system consists of a highway of tube cable that is installed in place of traditional innerduct and can be installed easily into an existing conduit infrastructure—offering maximum flexibility in network MACs (moves, additions, and changes); cost effectiveness; and long term return on investment (ROI). The system utilizes broad options of various tube cables and fiber bundles in 2-6-12 or 18 fiber arrangements per tube for a maximum capacity of 342 fibers, as well as distribution, termination, and installation equipment.

For more information about FutureFLEX, please visit **www.futureflex.com**. To learn more about Sumitomo Electric Lightwave, a leader in the manufacturing of fiber optic cable and related products, visit **www.sumitomoelectric.com**.

About Telecast Fiber Systems, Inc.

Telecast Fiber Systems, Inc. is the leader in portable and fixed fiber optic systems for television broadcast production. The company's video, audio, and communications systems are used worldwide by TV networks, teleproduction companies, telecommunications providers, and private and government institutions and facilities. More information on the company can be found at **www.telecast-fiber.com**.

To contact Atlanta Motor Speedway, one of the premier motorsports facilities in the country and host of two infamous NASCAR Winston Cup weekends in March and October, call (770) 946-4211 or visit **www.gospeedway.com**